EXECUTIVE CLUB
BRITISH AIRWAYS

Style guide for partner communications to Executive Club members

Introduction and aims of these guidelines

These guidelines are designed to standardise all offer communications to Executive Club members from partner companies and British Airways.

These guidelines are divided into three sections:

- British Airways Masterbrand
- Executive Club signature
- Partner communications style guidelines

They have been developed to facilitate the design of Direct Mail, leaflets and advertisements, in a style consistent with British Airways brand values.

Through adherence to these guidelines you can produce more consistent communications and reduce the time it takes to get approved offers to market.

The opportunities to earn BA Miles and special offers from partner companies strengthen the Executive Club proposition.

The careful management of timing and offer could make a significant improvement in the success of each campaign.

Over time, members will recognise the creative style and the value of the offers brought to them by the Executive Club and its partners.

British Airways Masterbrand: Summary of guidelines

This section is intended as a brief overview of the elements that make up the British Airways Masterbrand.

It is important to be familiar with all these elements before embarking on a new project.

The Executive Club partner styling described in Part 4 incorporates all elements of the British Airways brand, including typeface and tone-of-voice.

British Airways Masterbrand: Signature

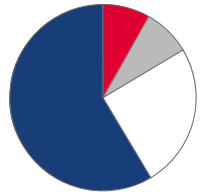
The Masterbrand signature is made up of two elements: the speedmarque and the British Airways logotype.

Artwork files for the British Airways, Executive Club and **one**world™ logos and font are on the CD provided.

They are also available online.
To access online artwork files please contact your BA Miles/Air Miles Account Manager.

British Airways Masterbrand: Colour usage

The Masterbrand colours are corporate blue, white, corporate silver and speedmarque red. They are used both in the Masterbrand signature and as supporting colours for all graphic applications.



Proportion of colour usage

Corporate blue
Pantone® 281
c100 m70 y0 k38
Web: #000066

Core colour, brings confidence and cool assurance

White
c0 m0 y0 k0
Web: #FFFFFF

Modern and fresh

Corporate silver
Pantone® 877
c0 m0 y0 k40
Web: #CCCCCC

Used when appropriate and underpins premium values

Speedmarque red
Pantone® 485
c0 m100 y90 k0
Web: #CC0000

Accent colour represents energy and human warmth

PANTONE® is the property of Pantone, Inc.

British Airways Masterbrand: Typeface

Mylius Sans is the typeface and is available in the weights shown opposite in Type 1 PostScript™ and TrueType™ formats for Macintosh and PC. It is a clear, simple and legible typeface. Used consistently with the other core identity elements it will help to reinforce the British Airways identity.
Please note that the Mylius typeface may only be used for partner communications in conjunction with British Airways.

Mylius Sans Regular
A contemporary classic, Mylius Sans captures our personality and enables us to deliver a variety of messages. From ticketing to signing, the information is always clear.

Mylius Sans Italic *(Secondary usage only)*
The Mylius Sans typeface was designed and developed specifically for British Airways, and was originally expanded into a four font family (Regular, Italic, Bold and Bold Italic). This has now grown to include two Headline weights.

Mylius Sans Bold
The type has a lot of personality, as the stems swell slightly at the ends and the contrast between thick and thin strokes has been kept to a minimum to allow the text an even colour balance.

Mylius Sans Bold Italic *(Secondary usage only)*
The typeface provides good legibility at small point sizes which is ideal for footnotes or instructions but more importantly, it provides good readability on computer screens.

Mylius Sans Headline
In limited spaces, a more compact appearance is required without editing the message,which is why the headline weight has been created.

Mylius Sans Headline Italic *(Secondary usage only)*
This weight should only be used with careful consideration!

A copy of the typeface family Mylius Sans is contained on the CD.

Note: Mylius Sans typeface can only be used on partner communications to Executive Club members.

British Airways Masterbrand: Typographic style

The use of a consistent typographic style across all material will make text easier to read and will help strengthen our visual identity.

In order to achieve this a few simple principles should be applied.

Style and alignment

Type should be applied in upper and lower case and may be ranged left, ranged right or centred depending on which is appropriate for the application. For large amounts of continuous text, ranged left text is easier to read.

Separate text into different levels (headings, sub-heads, main text and captions) so that the information is clear.

Do not use too many words in a small area. If text looks dense and complex it will become difficult to read. It should appear open and inviting, surrounded by lots of white space.

Ensure that there is sufficient line space for the reader to move easily from one line to the next.

Type weight

To maintain simplicity, British Airways uses a limited range of type weights. Try to coordinate a range of items by using the same type weight and styles.

Emphasis can be added by careful use of space, size, weight and colour. Do not mix too many styles and weights of typeface on any one item.

Type size

The choice of type size is always based on format, function and purpose. Legibility and suitability for the selected format are the primary consideration.

Information is communicated more directly and dynamically through considered use of type size. To increase the simplicity of the communication, mixing of type sizes must be avoided.

Contrasting type sizes should only be used to define titles, secondary messages and captions.

Inappropriate use

Manipulating the typeface is prohibited. Effects such as stretching, condensing, outlining or adding a drop shadow must never be used.

British Airways Masterbrand: Tone of voice

British Airways is globally recognised as a trusted leader in aviation. Reliable reassurance lies at the heart of the brand and our audience should always feel that, in selecting British Airways, they have chosen a safe and reputable airline.

Therefore, the aim of the copy should be to create an overall impression of high standards, professionalism and service excellence – in short, the reassurance of a great airline that embodies the best of Britishness.

The following key elements encompass the desired tone of voice when writing copy.

Confident

Copy should be written with energy, drive, and in a tone that inspires confidence in the reader. It should always be clear, concise and single-minded – the temptation to add superfluous product information should be avoided.

British Airways speaks...
- with pride and enthusiasm, in a direct, confident manner
- using bold, energetic phrases

British Airways does not speak...
- in a vain or conceited way
- in wordy sentences, or using a brash tone

Intelligently humorous

The emphasis here is on intelligent humour – the tone should never be loud, vulgar or sarcastic. Instead the humour should be subtle, sophisticated, understated and in good taste – in short, essentially British.

British Airways speaks...
- with modern humour where appropriate
- with wit and charm

British Airways does not speak...
- in a loud, vulgar or sarcastic way
- sounding overly casual

Professional

British Airways should always speak with quiet authority, as a recognised leader in air travel, but without sounding pompous or overbearing. The audience should readily accept that British Airways experience assures a safe, comfortable journey – the result of years of successful customer service. British Airways knows air travel and knows its customers.

British Airways speaks...
- with the voice of experience, drawing on a wealth of knowledge
- in a calm, confident voice that is courteous and accommodating

British Airways does not speak...
- in a dry, aloof or unapproachable way
- using jargon, industry clichés or marketing-speak

Contemporary classic

The British Airways brand does not rely on trends or temporary fashion, but rather sets the standard for style. The brand tone must therefore use contemporary language, without resorting to quirky, 'trendy' or slang phrases.

British Airways speaks...
- in a fresh way, using contemporary language
- in the second-person active voice as standard*

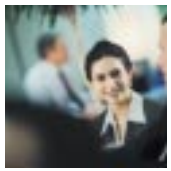
British Airways does not speak...
- using consciously trendy or outdated phrases
- in the passive voice unless necessary*

*eg: "You will enjoy a new experience" not "A new experience will be enjoyed by our customers"

British Airways Masterbrand: Photography overview

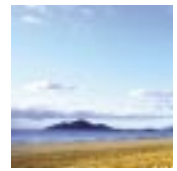
Photography is the chosen medium to express the brand values of British Airways. It will help to convey the right message to our customers and help to maximise the expression of that message. British Airways photography should be fresh, modern and progressive.

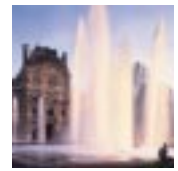
British Airways photography is available online from the British Airways image library. For access to the this library please contact your BA Miles/ Air Miles Account Manager.



people

products





places

British Airways Executive Club signature

Consistent usage and printing of all elements of the signature is extremely important. Please adhere to these guidelines in all partner communications.

British Airways Executive Club signature

The Executive Club signature is made up of three elements: the speedmarque, the Executive Club logotype and the British Airways lock-up.

Each element and their relationship has been carefully designed. This relationship is fixed and must never be altered.

The Executive Club signature must always be locked up with British Airways. (In exceptional circumstances the signature can be used without the British Airways lock-up. Please consult with British Airways before such use.)

The Executive Club signature should be used with a clear space around it

A copy of the EPS logo artwork is contained on the supplied CD.

British Airways Executive Club signature: Full colour

To help cover all circumstances, three options have been developed and are shown.

Minimum size
10mm

Halftone

This is the preferred option and should be used whenever possible. When reproducing in full colour, the three-dimensional halftone effect is best displayed using 4-colour process printing.

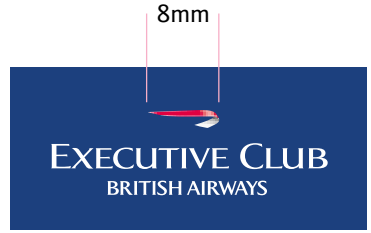
If this is not practical or economical, a 2-colour halftone special ink option is available. It may also be reproduce in a 1-colour, black or corporate blue halftone

Minimum size
8mm

Solid

For use when the production process cannot reproduce halftone or when the speedmarque is less than 10mm in width. It may be reproduced using either the 4 colour process printing or 2-colour solid special ink

Minimum size
8mm



Reversed out

To be used against dark colour backgrounds or dark photography

British Airways Executive Club signature: Executive Club tiers

Executive Club operates on a tier system which is defined visually by the following colours; corporate blue, corporate silver and Executive Club gold. The corporate blue can be used to represent either the whole brand or its individual tiers when technical limitations prevail.

Minimum size

10mm

Corporate blue

Minimum size

10mm

Corporate silver

Minimum size

10mm

Executive Club gold

British Airways Executive Club signature: One colour

Two options:

Minimum size

10mm

Halftone

When an application uses a 1-colour only, it is preferable to use the 1-colour halftone option. It may be reproduced in either black or corporate blue.

Minimum size

10mm

Line

If you cannot reproduce the halftone and only have 1-colour printing available, e.g. small size newsprint, 1-colour screenprinting, desktop black and white printers, engraving, embossing or debossing, then this option must be used.

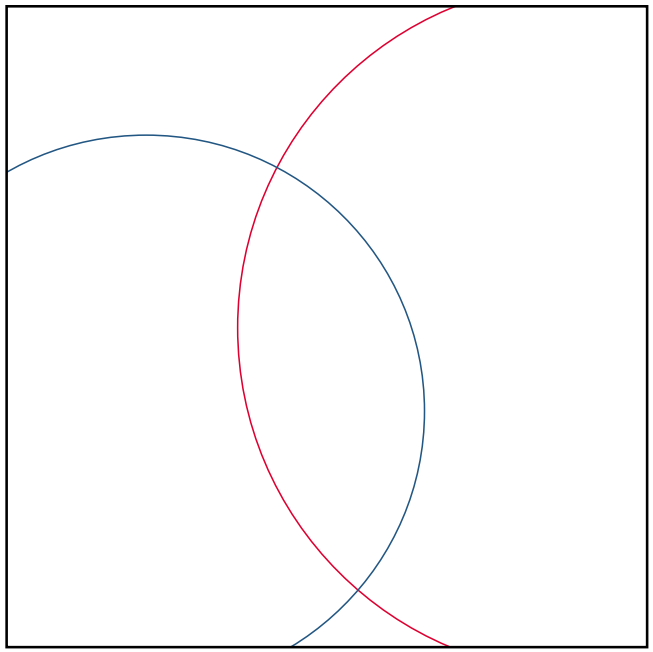
Partner Communications: Style guidelines

These guidelines are intended for all approved British Airways partners when they communicate offers to Executive Club members.

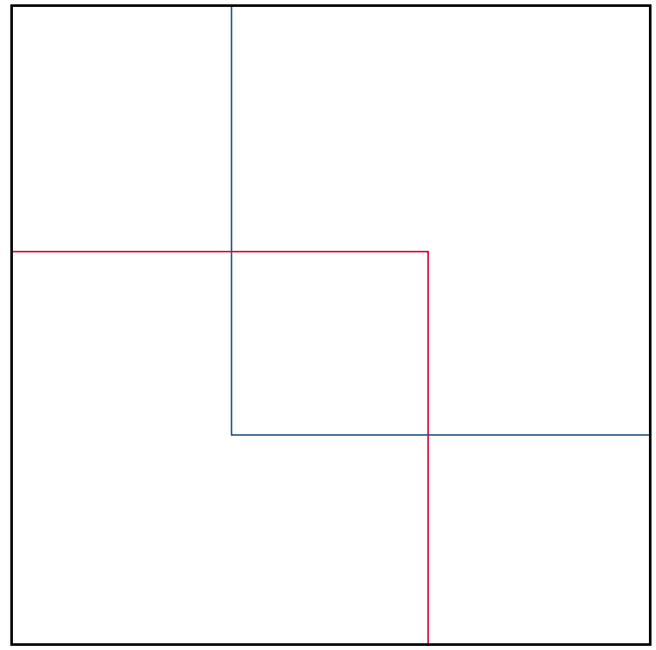
The aim is to produce more consistent communications that are in keeping with British Airways brand values and that recipients recognise as benefits of membership of The Executive Club. In turn, this perception will help improve take-up of offers as members learn to recognise their unique value.

Partner communications: Graphic device

In recognition of the relationship between British Airways and its partners, a graphic device has been developed that perfectly expresses this connection. On this page you can see the two types of overlapping keylines that form the styling for partner communications.



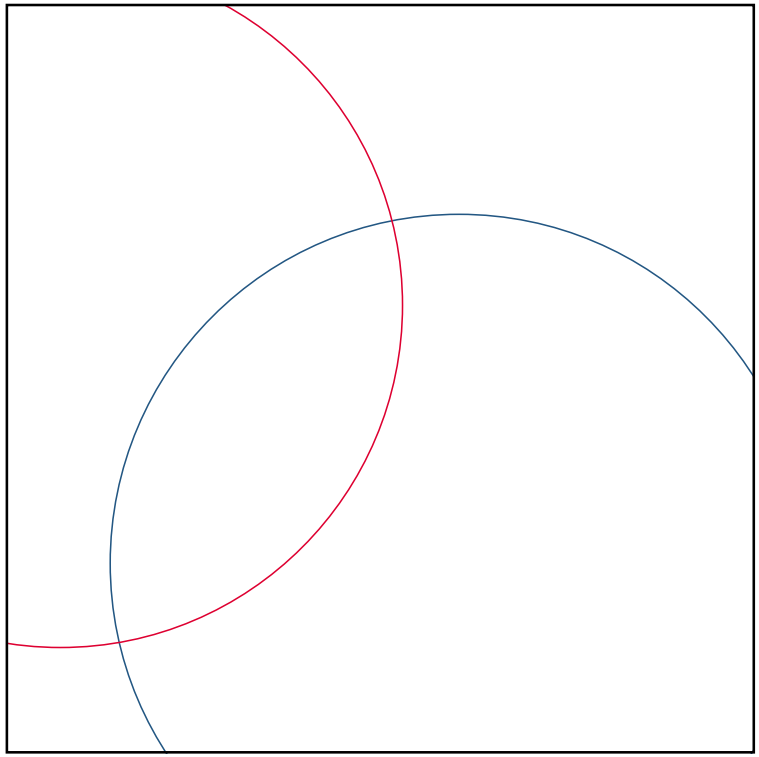
Overlapping circles

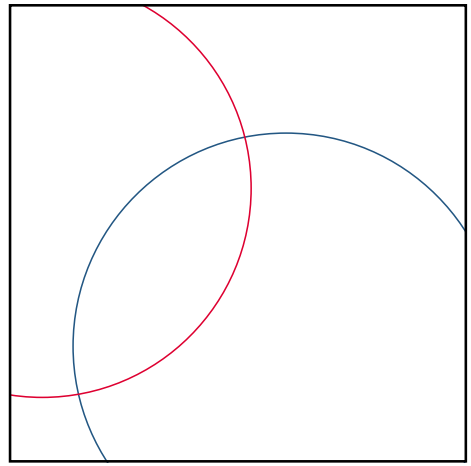


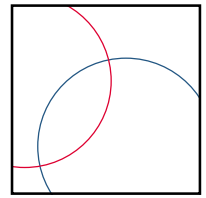
Overlapping squares

Graphic device: Weight of keyline

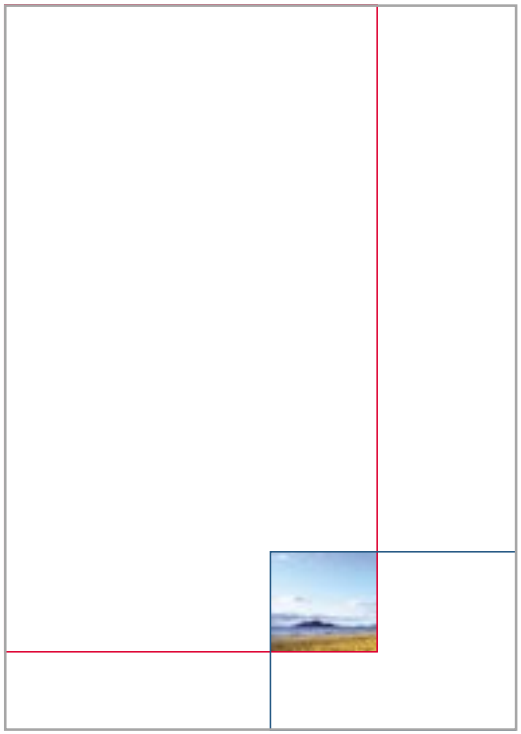
Keylines should print at 1pt on any size between A3 and DL. Any applications larger than A3 should use keyline weight in proportion to A3. Any application smaller than DL, keyline weight should be in proportion to DL

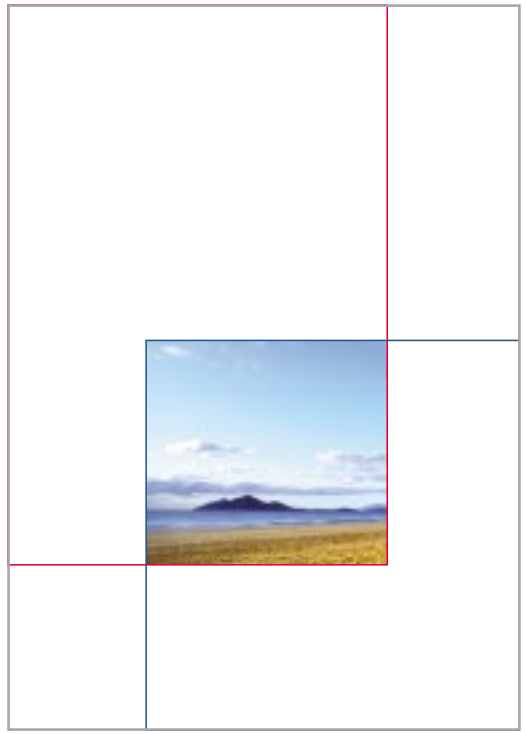


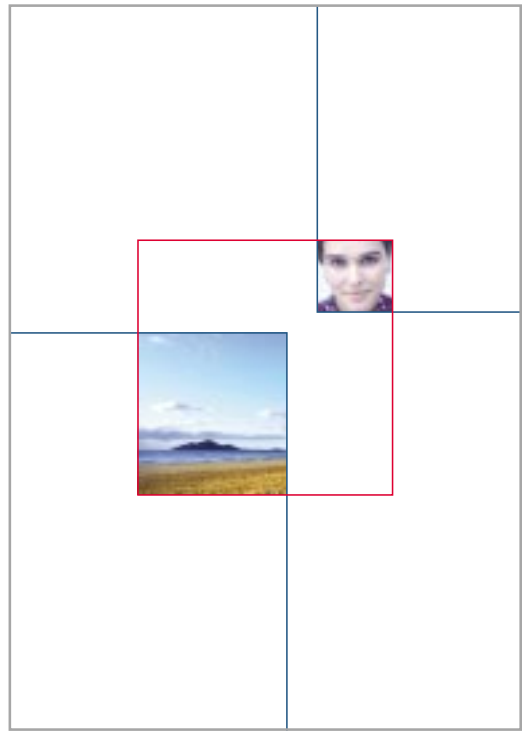




Graphic device: Overlapping squares

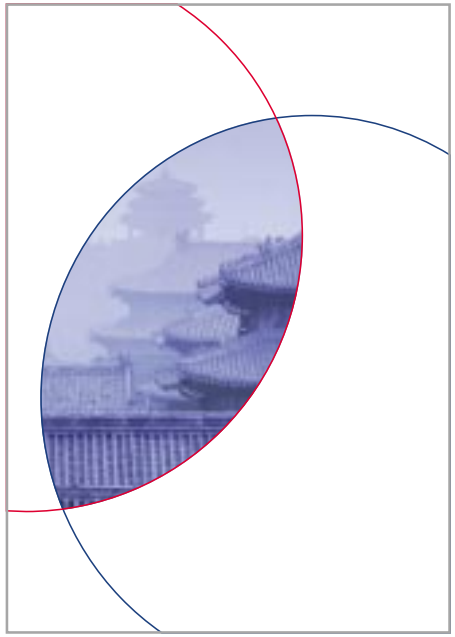


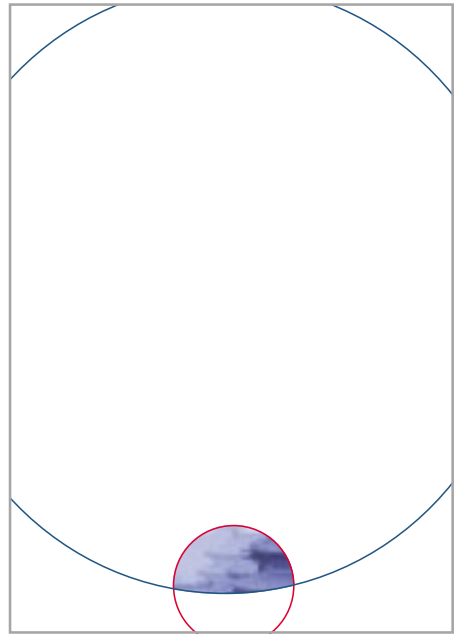


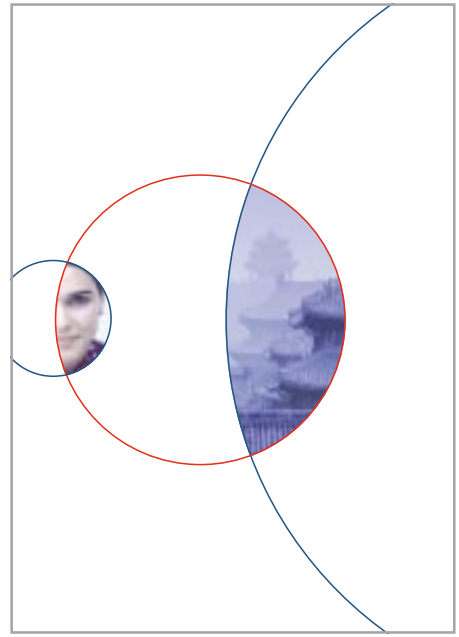


By changing the position of the keylines, a variety of layout and position is possible.
Photography should be placed in the 'box' created by the overlapping keylines.
The photograph should not overlay the keylines.

Graphic device: Overlapping circles







A variety of combinations can be achieved through the overlapping of two or more circles.
Careful usage and placement of photography will add to the impact of the communications.

Graphic device: Putting the elements together

The combination of keylines, photography and carefully considered typography can produce a simple confident, and professional layout

EXECUTIVE CLUB
BRITISH AIRWAYS
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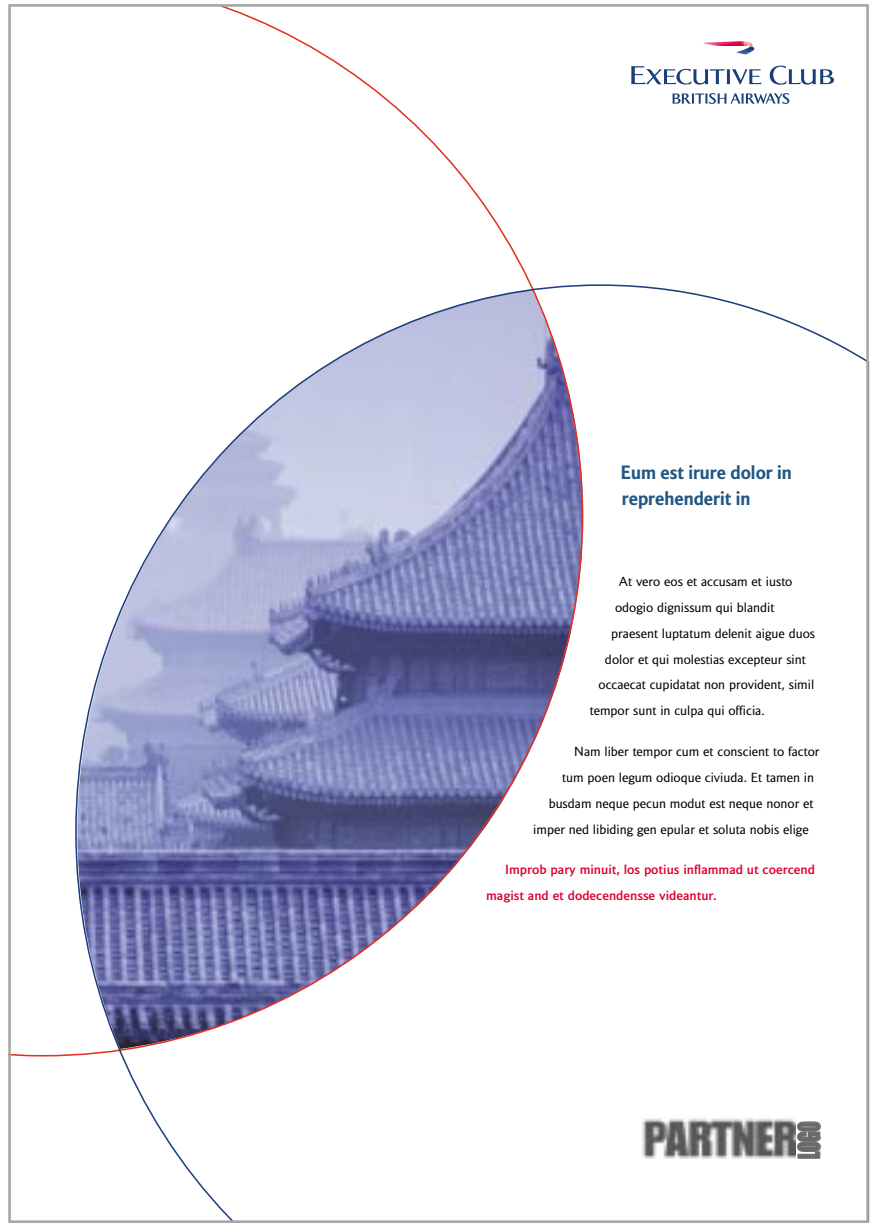
PARTNER LOGO

NB: 'Partner Logo' is positional only. Replace with appropriate company logo.

Graphic device: Putting the elements together


EXECUTIVE CLUB
BRITISH AIRWAYS
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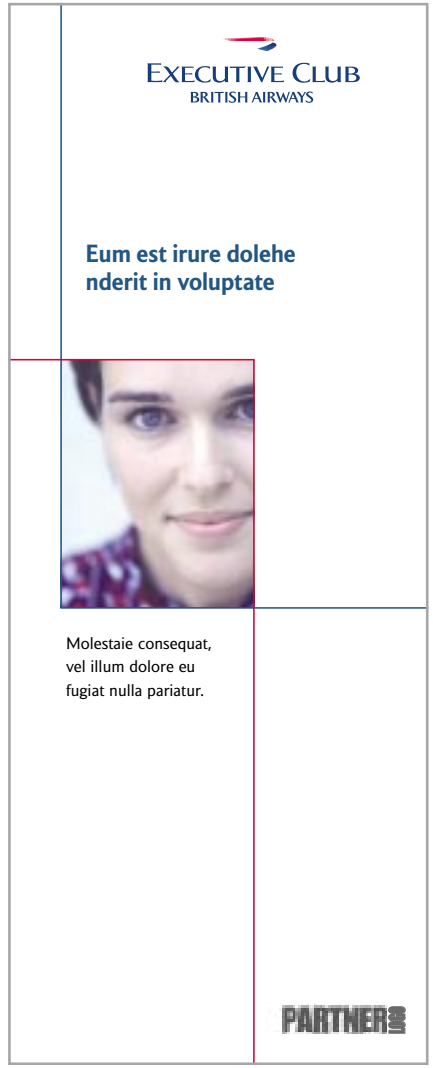
PARTNER LOGO

Flexibility in different formats: Front covers


EXECUTIVE CLUB
BRITISH AIRWAYS
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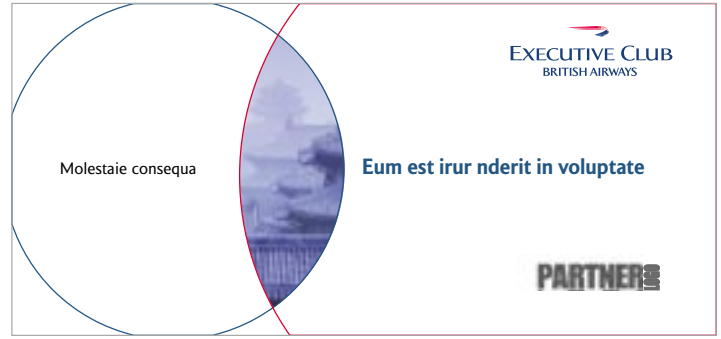
PARTNER



Flexibilities in different formats: Inside spreads

The aim is to achieve a clean, uncluttered look. The keyline devices can be used to hold photography or as a graphic element, as appropriate.

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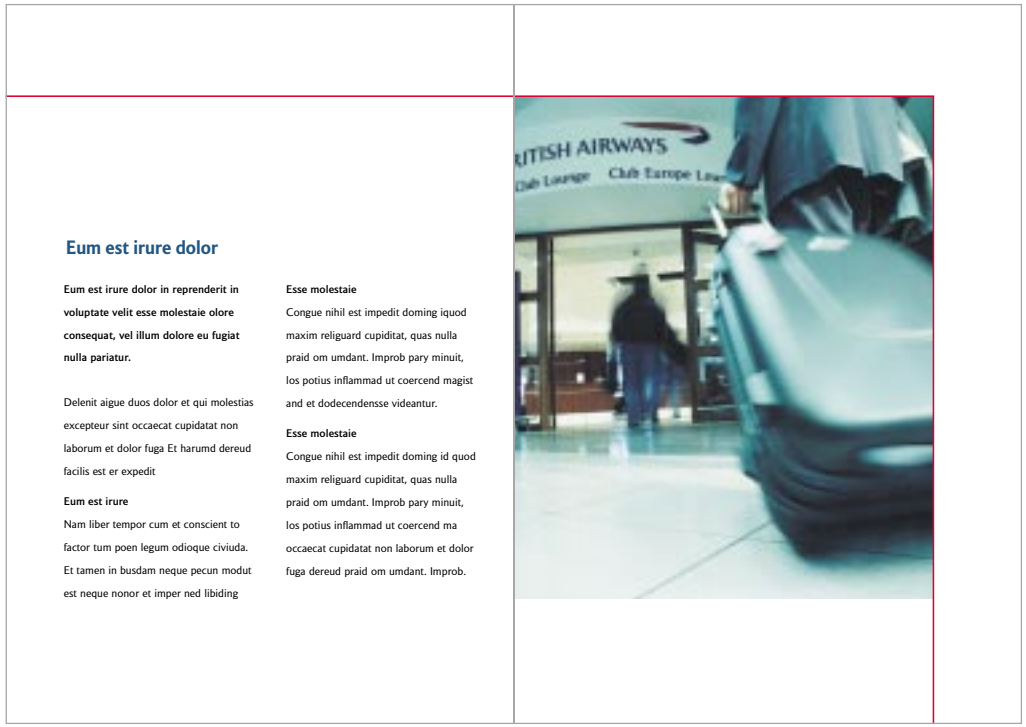
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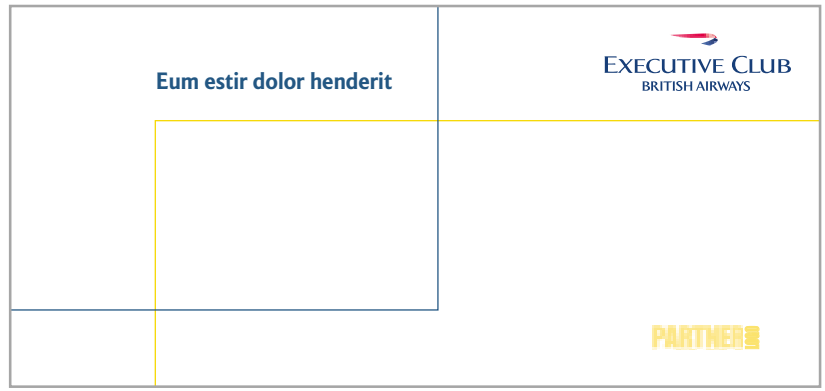
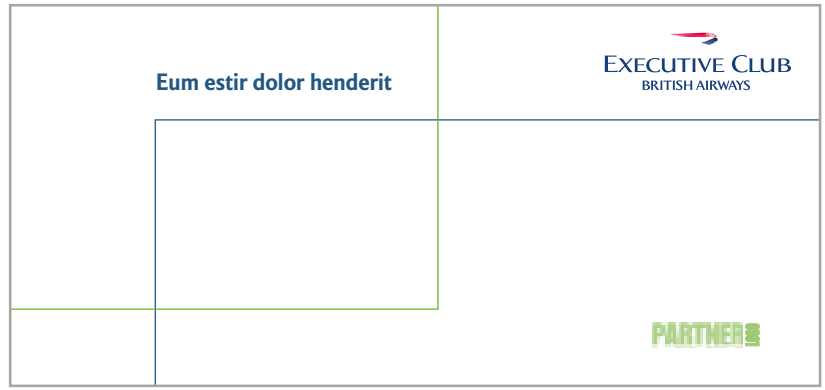
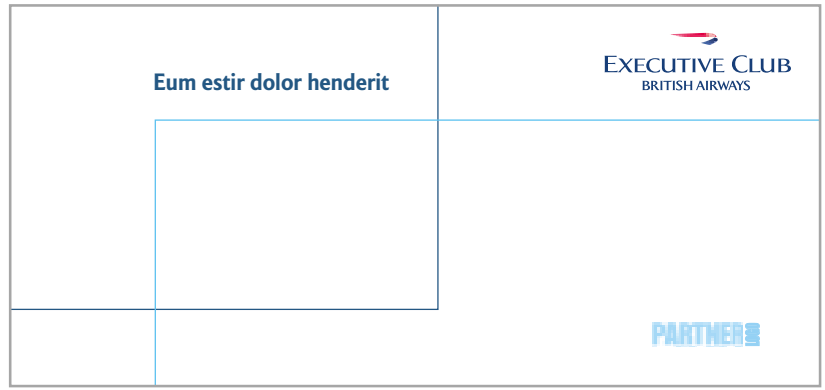
Joint branding colour usage

The primary colour usage should be based on the British Airways Masterbrand

In certain circumstances, partner companies corporate colours could be used on one of the overlapping keylines, always ensuring the other keyline is British Airways corporate blue.







Use of Typography

Type should be applied in upper and lower case and may be ranged left, ranged right or centred depending on which is appropriate for the application. For large amounts of continuous text, ranged left text is easier to read.

Separate text into different levels (headings, sub-heads, main text and captions) so that the information is clear.

Mylius Sans Headline – colour corporate blue or black

Sub-head in Mylius Sans Bold – black

Text in Mylius Sans Regular – black

Key information in Mylius Sans Bold – black or corporate red

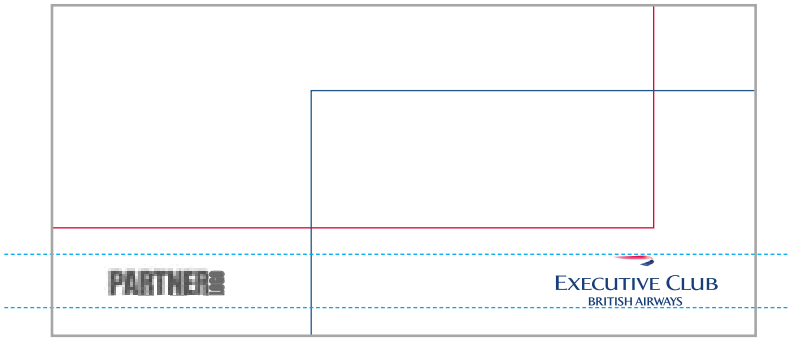
EXECUTIVE CLUB
BRITISH AIRWAYS
Eum estir dolor henderit
Et harumd dereud facilis est er expedit distinct.
Nam liber tempor cum et conscient to factor tum poen legum odioque civiuda. Et tamen in busdam neque pecun modut est neque nonor et imper ned libiding gen epular et soluta nobis eligent optio congue nihil est impedit doming id quod maxim religuard cupiditat, quas nulla praid om umdant. Improb pary minuit, los potius inflammad ut coercend magist and et dodecendensse videantur.
Eum est irure dolor in reprehenderit in voluptate velit esse molestaie consequat vel illum.
PARTNER

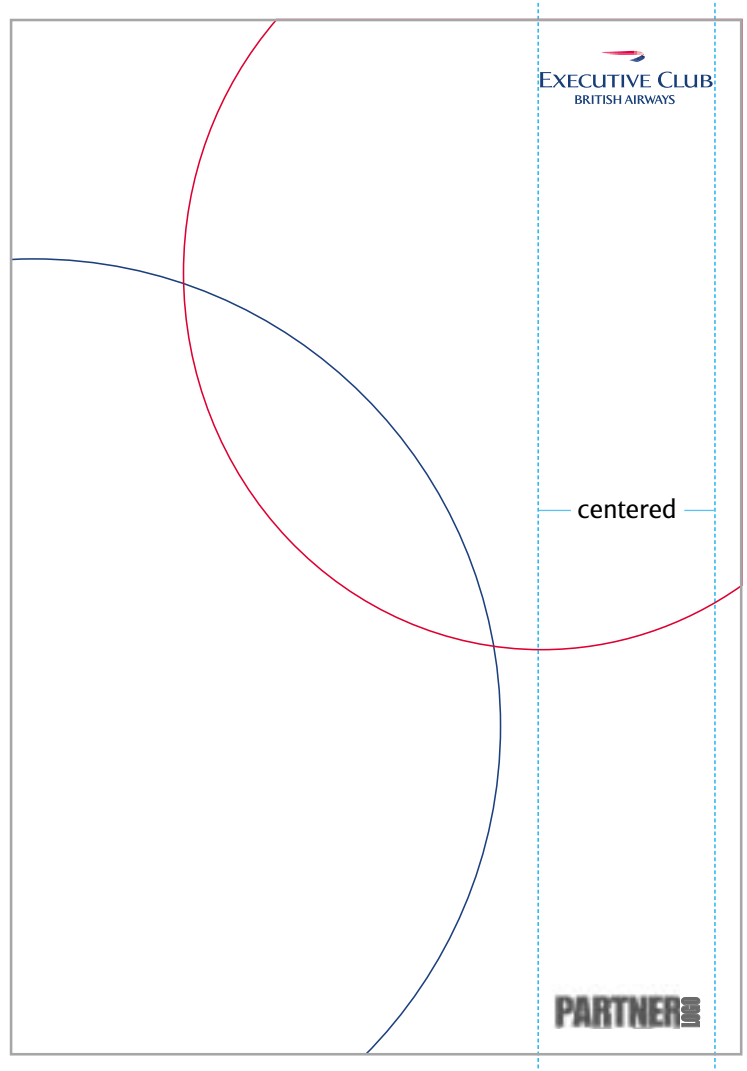
Logo placement

The preferred position for the British Airways Executive Club signature is the top right hand corner. If this is not possible the signature can be placed in the bottom right hand corner.

Partner logos should be placed either on the bottom right hand or left hand of the layouts, as shown in the diagrams.

The partner logo should not predominate the British Airways Executive Club signature

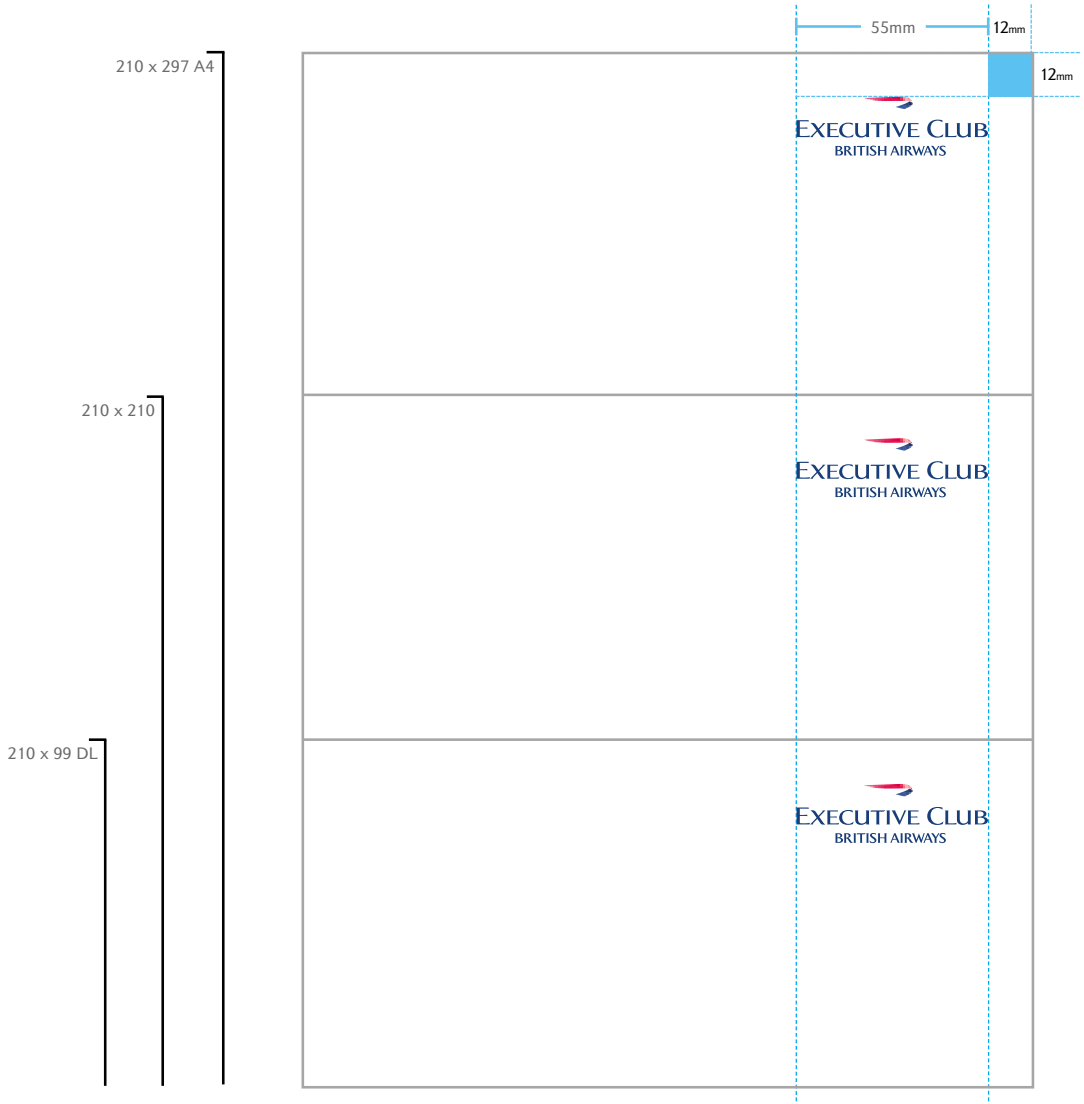




Logo size

The Executive Club signature must be postioned in these sizes. Larger or smaller applications must be re-sized in proportion.

Do not reduce the signature below minimum allowable sizes.



Stationery: Letterhead

Copy should explain that the offer is from the Executive Club, in partnership with [partner].

The offer should be explained in a copy tone that follows the British Airways Masterbrand guidelines (section 2).

Call to action for all partner offers is to the partner service centre or splash page (not the Executive Club Service Centre).

Sharon Callaghan, Executive Club, is always the signatory of letters to Executive Club members.

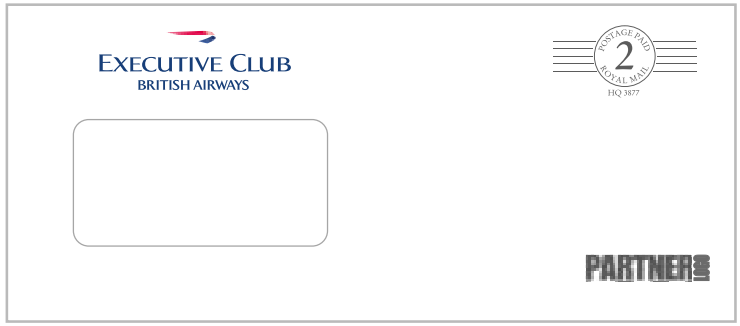
oneworld™ logo must be placed here on letterhead only. (It is not required on other communication formats.)

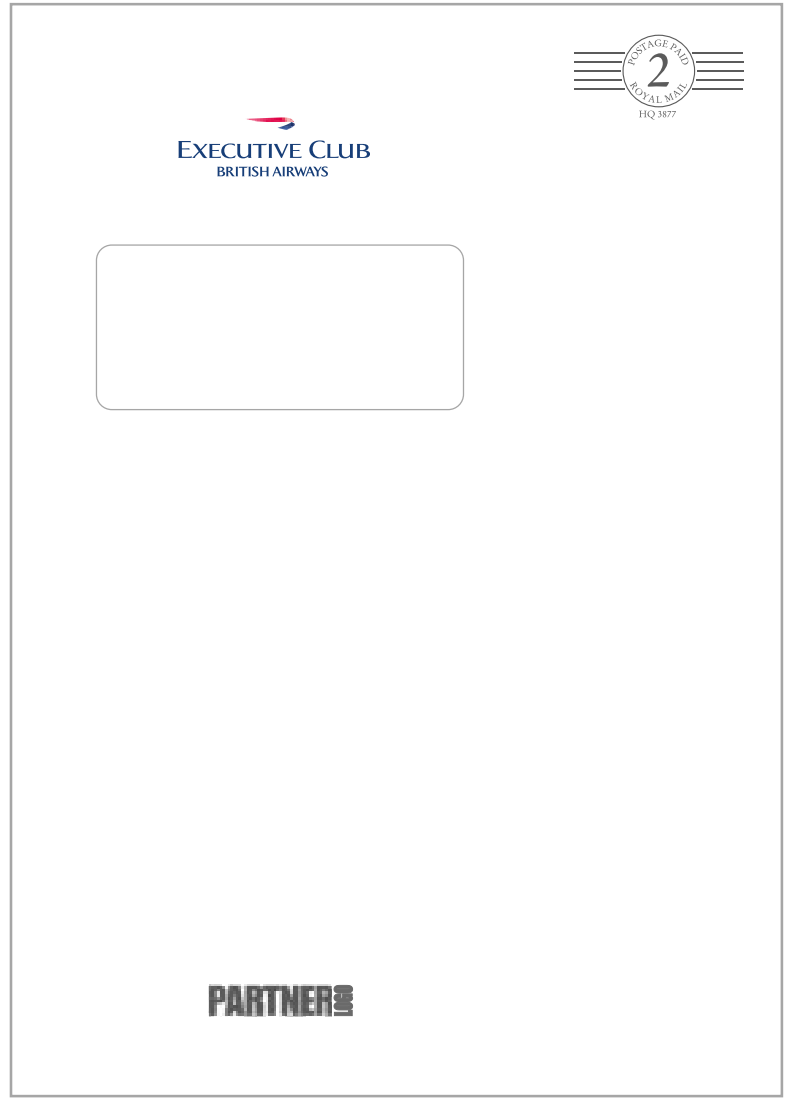
PARTNER LOGO
EXECUTIVE CLUB
BRITISH AIRWAYS
Name of addressee
Name of company
Name of building
Number of building, name of street/road
Location
POST TOWN
POSTCODE
PO Box 111, Sudbury,
Suffolk, CO10 2FB
Dear Name
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.
Your sincerely
Sharon Callaghan
Manager, Executive Club
ba.com
British Airways Plc, Registered Office: Waterside, PO Box 365, Harmondsworth UB7 0GB, Registered in England No 1777777.

Artwork for the letterhead and signature is contained in the supplied CD.

Stationery: Envelopes

The Executive Club logo should be centred over the window. The Partner logo should either be centred below the window or in the bottom right hand corner for smaller formats e.g. DL.





Stationery: Envelopes

The overlapping keylines should only be used on bespoke, full bleed envelpes. If overprinting standard envelopes only the logos should be used (to avoid the lines stopping, before the edge of the envelope to meet exclusion zone requirements when overprinting).

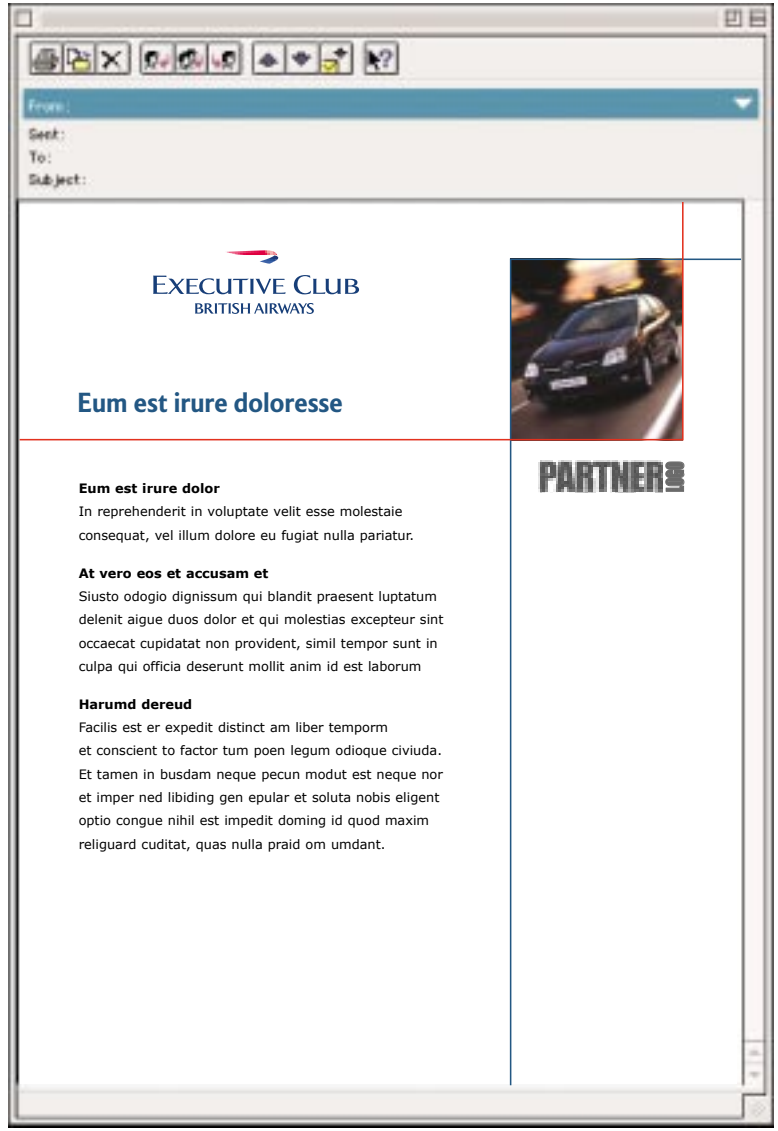
Electronic communications: HTML Emails

If you need to do HTML emails, the overlapping square is the preferred option.

Refer to Web friendly colour specifications in the Masterbrand section.

For headlines (image) use Mylius Sans. For text elements use Verdana typeface.

Standard HTML email code assumed (i.e HTML Version 3.2)


From:
Sent:
To:
Subject:
EXECUTIVE CLUB
BRITISH AIRWAYS
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PARTNERS
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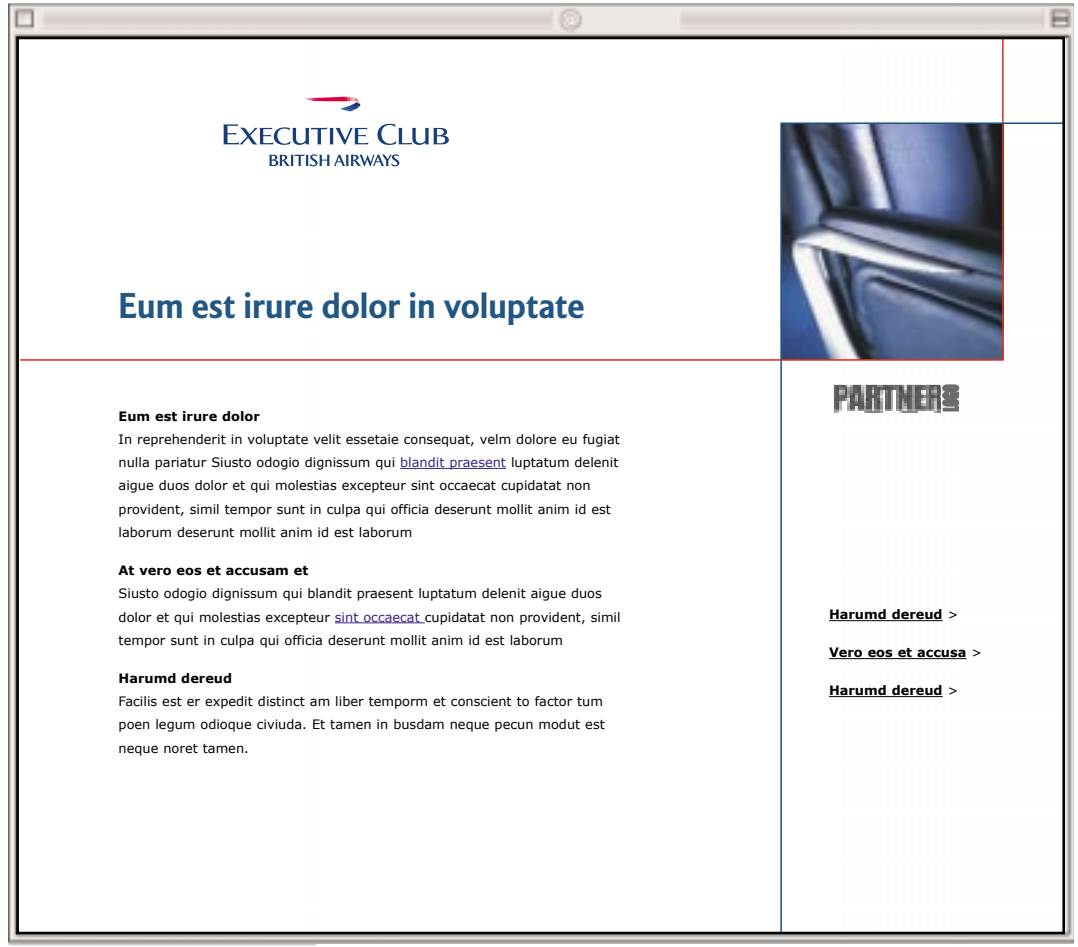
Harumd dereud
Facilis est er expedit distinct am liber temporm et conscient to factor tum poen legum odioque civiuda. Et tamen in busdam neque pecun modut est neque nor et imper ned libiding gen epular et soluta nobis eligent optio congue nihil est impedit doming id quod maxim religuard cuditat, quas nulla praid om umdant.

Electronic communications: Splash pages

Any online communications that refer to Executive Club member offers should follow the style guideline described on the previous pages.


EXECUTIVE CLUB
BRITISH AIRWAYS
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Eum est irure dolor
In reprehenderit in voluptate velit essetaie consequat, velm dolore eu fugiat nulla pariatur Siusto odogio dignissum qui blandit praesent luptatum delenit aigue duos dolor et qui molestias excepteur sint occaecat cupidatat non provident, simil tempor sunt in culpa qui officia deserunt mollit anim id est laborum deserunt mollit anim id est laborum
At vero eos et accusam et
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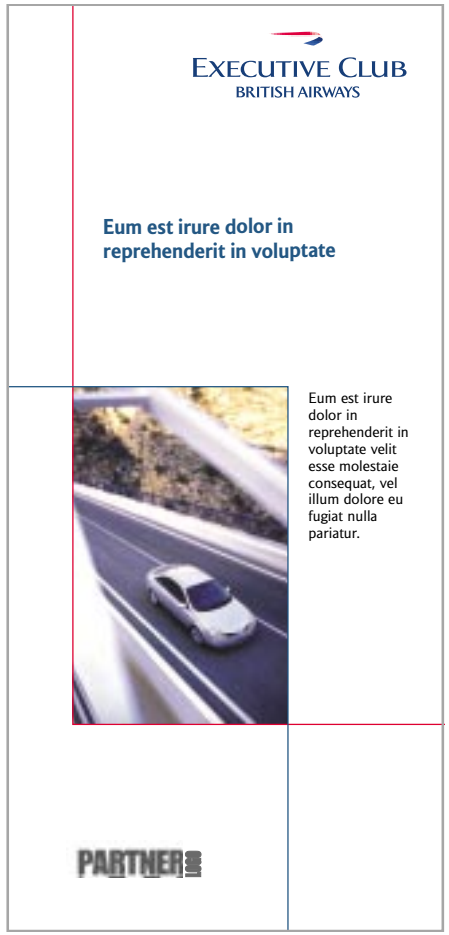
PARTNERS
Harumd dereud >
Vero eos et accusa >
Harumd dereud >

Examples

The following are examples of how material could be put together.

Examples


EXECUTIVE CLUB
BRITISH AIRWAYS
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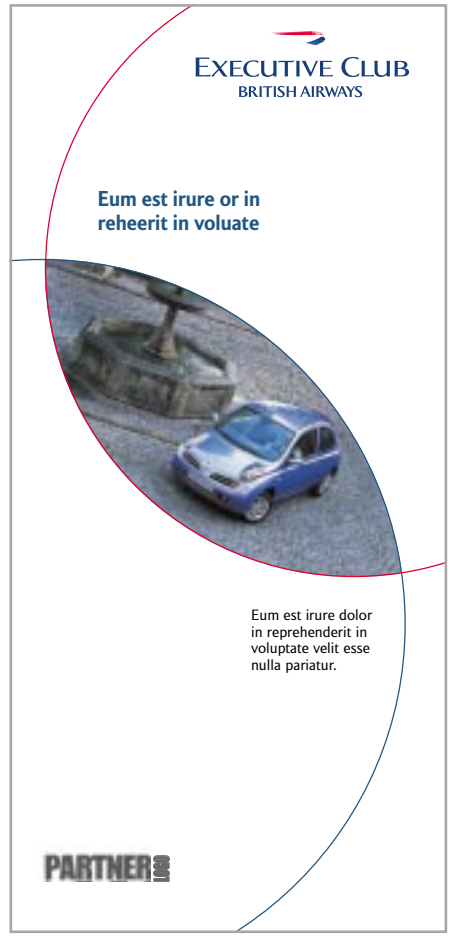
Eum est irure dolor in reprehenderit in voluptate velit esse molestaie consequat, vel illum dolore eu fugiat nulla pariatur.
PARTNER


EXECUTIVE CLUB
BRITISH AIRWAYS
Eum est irure or in reheerit in voluate
Eum est irure dolor in reprehenderit in voluptate velit esse nulla pariatur.
PARTNER

Examples

EXECUTIVE CLUB
BRITISH AIRWAYS
Eum est irure dolor in reprehenderit in voluptate.
Eum est irure dolor in reprehenderit in voluptate velit esse nulla pariatur.
PARTNER

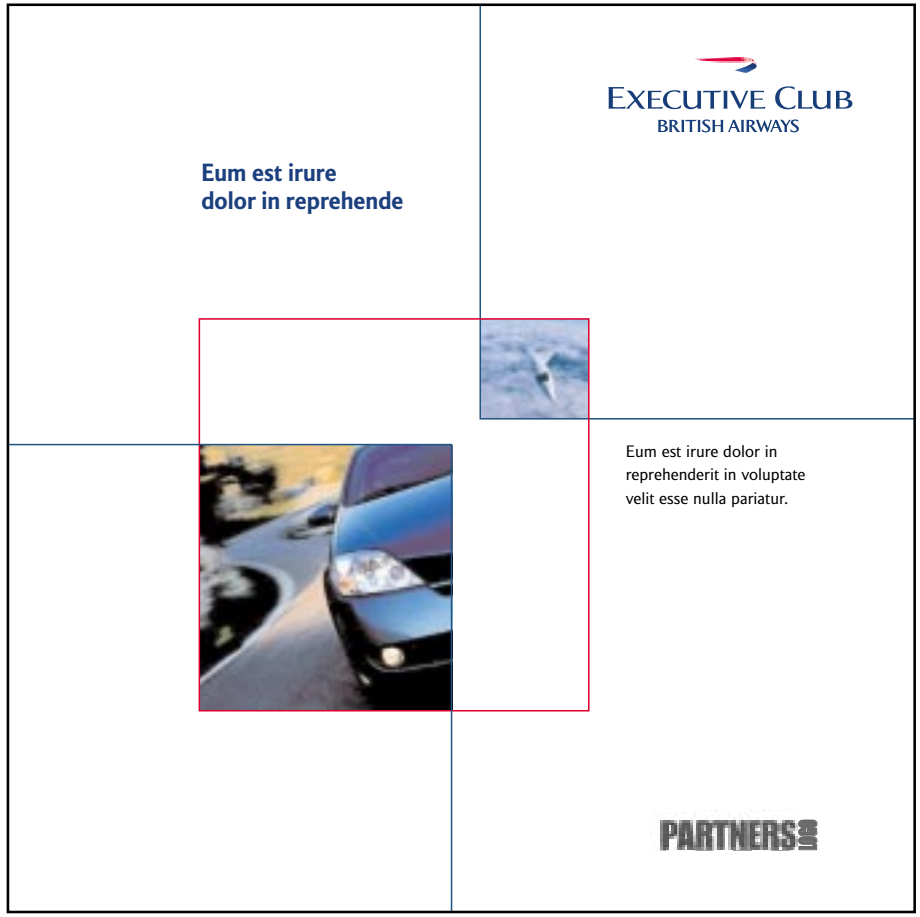
Examples

EXECUTIVE CLUB
BRITISH AIRWAYS
Eum est irure dolor in reprehende
Eum est irure dolor in reprehenderit in volu ptate velit esse nulla pariatur.
PARTNERS

EXECUTIVE CLUB
BRITISH AIRWAYS
Eum est irure dolor in reprehende
Eum est irure dolor in reprehenderit in voluptate velit esse nulla pariatur.
PARTNERS

Examples

Interesting layouts can be achieved by overlapping more than one keyline.

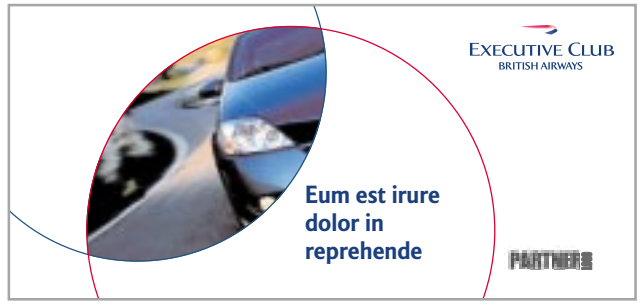


Examples

Eum est irure dolor in reprehende
EXECUTIVE CLUB
BRITISH AIRWAYS
PARTNERS

EXECUTIVE CLUB
BRITISH AIRWAYS
Eum est irurede
Eum est irure dolor in in voluv pariatur.
PARTNERS

EXECUTIVE CLUB
BRITISH AIRWAYS
Eum est irure
Eum est irure dolor in reprehenderit in voluptate velit esse nulla pariatur.
PARTNERS


EXECUTIVE CLUB
BRITISH AIRWAYS
Eum est irure dolor in reprehende
PARTNERS

EXECUTIVE CLUB
BRITISH AIRWAYS
Eum est irure
PARTNERS

EXECUTIVE CLUB
BRITISH AIRWAYS
Eum est irure dolor in reprehende
PARTNERS

Commonly used words and phrases

Please note the use of capitals and hyphenation and punctuation approved for use in British Airways communications.

Aircraft (not plane or aeroplane)

BA Miles

Bonus BA Miles – Never free or complimentary. Bonus is lower case "b" unless at the beginning of a sentence.

Double BA Miles

British Airways – never BA, except for BA Miles and flight prefixes e.g. BA175 – no apostrophe to be used with British Airways, e.g. "British Airways new fare structure"– never split British Airways over 2 lines

Check-in – hyphenated when used as an adjective e.g. "at the check-in desk" or as a noun "at the check-in desk" – Non hyphenated when used as a verb "before you check in"

e-ticket – lower case "e" even at the beginning of a sentence

Executive Club – Never split Executive Club, always upper case E & C

Executive Club member

Executive Club Tier Points – (First mention must be Executive Club Tier Points but Tier Points can be used thereafter)

On-board – when used as an adjective: "on-board drinks"

Onboard – when used as a noun: "whilst onboard"

On board – when used as an verb: "get on board"

URL for British Airways – is always ba.com (without www)

Worldwide – one word, no hyphen

Punctuation

Headlines – Main headlines: advertising, direct mail, brochures use no full stop e.g. "A new way to fly to the Windy City" a full stop should be added where the headline includes other punctuation, or is two sentences e.g. "If you are going to San Francisco, fly flat out to Los Angeles first. "The America Dream. £259."

Date – The date is written 1 March 2003 (no "th", "st" or "nd")

Abbreviations – Avoid the use of "you'll, we've" etc

Numbers – From one to nine should be written in words. From 10 upwards may be numerals

Product names – British Airways product names should never be split across two lines

Approval processes for partner communcations

All promotional communications to the British Airways Executive Club base should be planned and agreed with your BA Miles/ Air Miles account manager.

Creative for approved communications must be designed to meet these guidelines.

Final creative must be sent in pdf format to your account manager at BA Miles/ Air Miles who will forward it to British Airways for approval.

Please allow 3-5 days for approval of creative by British Airways.